

# DAVID E. SPROTT

Boeing / Scott and Linda Carson Chair  
Professor of Marketing  
Senior Associate Dean for Faculty and International Affairs  
Carson College of Business  
Washington State University  
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## EDUCATION

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Doctor of Philosophy in Business Administration	University of South Carolina	August 1997
Major: Marketing	Minor: Psychology	
Dissertation:	“A Critical Examination of the Manufacturer- Versus Distributor-Brand Dichotomy: Implications for Consumer Categorization and Quality Perceptions” (Terence A. Shimp, Advisor).	
Masters of Business Administration	Kent State University	August 1992
Bachelors of Business Administration	Kent State University	December 1990
Major: Marketing		

## ACADEMIC POSITIONS

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2014-Present	Senior Associate Dean for Faculty and International Affairs, Carson College of Business, Washington State University, Pullman, WA.
2010-Present	Permanent Visiting Faculty, Center for Customer Insights, University of St. Gallen, Switzerland.
2010-Present	Full Professor, Department of Marketing, Washington State University, Pullman, WA.
2006-Present	Boeing / Scott and Linda Carson Chair, Washington State University, Pullman, WA.
2009-2014	Associate Dean for Graduate, International and Professional Programs, College of Business, Washington State University, Pullman, WA.
2007-2008	Acting Dean, College of Business, Washington State University, Pullman, WA.
2007-2009	Associate Dean for Graduate Programs, College of Business, Washington State University, Pullman, WA.
2005-2006	Gardner O. Hart Faculty Excellence Distinguished Professor, Department of Marketing, Washington State University, Pullman, WA.
2003-2010	Associate Professor, Department of Marketing, Washington State University, Pullman, WA.
1997-2003	Assistant Professor, Department of Marketing Washington State University, Pullman, WA.
1996-1997	Instructor, Department of Marketing, Washington State University, Pullman, WA.
1992-1996	Graduate Assistant, University of South Carolina, Columbia, SC.
1991-1992	Graduate Assistant, Kent State University, Kent, OH.

## BIOGRAPHY

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David E. Sprott is the Boeing / Scott and Linda Carson Chair and Professor of Marketing in the Carson College of Business at Washington State University, Pullman. Dr. Sprott also serves as Senior Associate Dean for Faculty and International Affairs and is on faculty at the University of St Gallen in Switzerland. He received his Bachelors of Business Administration from Kent State University in 1990 and his MBA from Kent in 1992. He earned a Ph.D. in Marketing, with an emphasis on psychology and consumer decision making, from the University of South Carolina in 1997. Professor Sprott's research interests include: retailing, branding, influence strategies and marketing public policy. His research has been published in the field's top journals such as *Journal of Applied Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Retailing*. In addition, his research has been conducted in partnership with various national and international firms and universities. Dr. Sprott's teaching interests include retail management, leadership, brand management, consumer behavior, sales management, and research methods at the undergraduate, masters and PhD levels. As part of the Dean's leadership team in the Carson College, he has helped to expand the nationally recognized international activities of the college with new and expanded partnerships and programs at institutions in Europe, Africa and Asia. He has also been instrumental in developing revenue generating programs such as the college's Executive and Online MBA Programs, which have received national recognition by *US News & World Report*.

## ADMINISTRATIVE ACCOMPLISHMENTS

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David E. Sprott is Senior Associate Dean and has been part of leadership team in the Carson College of Business since 2007. During this time, he has lead various college-wide initiatives associated with graduate, international, revenue-generating programs and most recently faculty affairs. The revenue-generating programs introduced during his tenure are entrepreneurial in nature and have generated significant monetary resources for WSU and the college. The college's online graduate programs and international undergraduate programs have received consistent national recognition. These successes are reflective of David's leadership style that focuses on developing and maintaining relationships, working in an inter-disciplinary fashion across various academic and support units, and enabling qualified team members to succeed. Below are several accomplishments achieved during his administrative tenure in the Carson College:

### Major Initiatives

- Initiated and/or expanded self-supporting programs that now generate multi-million dollar revenue streams, including development and launch of WSU's:
  - Executive MBA (2008),
  - Online MBA (2010),
  - Online EMBA (2011),
  - On-site Swiss undergraduate degree in hospitality (2012), and
  - Revised full-time MBA program with a focus on business analytics (2013).
- National ranking for online graduate business programs by *US News & World Report* (#1 in 2013; #7 in 2014). These programs are also highly ranked for veterans and active military.
- Negotiated WSU's first third party partnership for online graduate programs with Pearson Embanet (2010).
- Led growth in PhD and MBA enrollments to historic highs (2007-2014).
- Pursued strategic revision of the MBA curriculum across all locations (2010-2012).
- Introduced efficiencies with common behavioral methods seminar for PhD program (2006).
- Developed and expanded assessment procedures for MBA and PhD programs (2010-2014).
- Directed International Advisory Board and associated development activities (2008-present).
- Led development and strategy for Center for Behavioral Business Research (CBBR; \$1M+ state of the art College-wide laboratory for faculty and student behavioral research; 2005-2008).
- Managed CBBR with projects from Nordstrom, T-Mobile, and Boeing (2006-2008).
- Strengthened "Global Learning Requirement" for all College of Business undergraduates (2012).
- Oversaw increases in study abroad participation for WSU undergraduates (2007-present).
- Established and nurtured several relationships with international institutions, for example the Nelson Mandela Institute of Science and Technology in Tanzania (2007-present).

- Directed international business plan competitions with domestic and global components in Europe, Africa and China (2007-present).
- The WSU College of Business is consistently ranked in the top 25 by *US News & World Report* for our undergraduate International Business Programs.

### Major Team Initiatives

- Weathered the 2008 financial crisis within the College of Business by:
  - Introducing revenue generating programs,
  - Reducing program offerings (e.g., Pullman MBA),
  - Shrinking undergraduate student population,
  - College reconfiguration, and
  - Managing the departure of 20+ faculty (now being replaced at an accelerated rate).
- Reconfigured College faculty committee structure to reflect College's values (2010).
- Revision and execution of College's strategic plan (2010 and 2014).
- Successful AACSB reaccreditation (2009 and 2014).
- Participation in WSU's \$1B Campaign (to be completed Fall 2014; \$80 million goal for College).
- Development of and participation in key external events (Dean's Leadership Celebration; faculty Firesides; Power Breakfasts).
- Restructuring and energizing of College's National Board of Advisors.
- Established European and China College of Business Centers with partner institutions.

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## RESEARCH

Professor Sprott is a researcher who investigates various dimensions of consumer behavior and psychology within the domains of: (1) **retailing** (e.g., pricing and price setting, environmental psychology, mass-customization), (2) **branding** (e.g., store brands, brands and the self-concept, rebranding), (3) **influence strategies** (e.g., question-behavior effect, goal failure), and (4) **marketing and public policy** (e.g., lotteries, normative behaviors). In addition to publications and presentations, details about working papers and current projects are provided below.

### Publications in Refereed Journals

Devezer, Berna, David E. Sprott, Eric R. Spangenberg and Sandor Czellar (2014) "Consumer Well-Being: Effects of Subgoal Failures and Goal Importance," *Journal of Marketing*, 78 (2), 118-134.

Herrmann, Andreas, Christian Hildebrand, David E. Sprott, Eric R. Spangenberg (forthcoming), "Option Framing and Product Feature Recommendations: Product Configuration and Choice," *Psychology and Marketing*.

Muehling, Darrel D., David E. Sprott, and Abdullah J. Sultan (forthcoming), "Exploring the Boundaries of Nostalgic Advertising Effects: A Consideration of Childhood Brand Exposure and Attachment on Consumers' Responses to Nostalgia-Themed Advertisements," *Journal of Advertising*.

Purucker, Christian, Jan R. Landwehr, David E. Sprott and Andreas Herrmann, (forthcoming) "Clustered Insights: Improving Eye Tracking Data Analysis Using Scan Statistics," *International Journal of Market Research*.

Herrmann, Andreas, Manja Zidansek, David E. Sprott, Eric R. Spangenberg (2013), "The Power of Simplicity: Processing Fluency and the Effects of Olfactory Cues on Retail Sales," *Journal of Retailing*, 89(1), 30-43.

Smith, Ronn J., David C. Knuff, David E. Sprott & Eric R. Spangenberg (2013), "The Influence of Negative Marketplace Information on Consumer Attitudes toward a Service Establishment," *Journal of Retailing and Consumer Services*, 20(3), 358-364.

Smith, Ronn J., Chandon, Pierre, Vicki G. Morwitz, Eric R. Spangenberg & David E. Sprott (2012), The Impact of Self-Prediction and Norms on Behavior, *Yale Economic Review*, 8(1), 15-18.

Spangenberg, Eric R., David E. Sprott, David C. Knuff, Ronn J. Smith, Carl Obermiller & Anthony G. Greenwald (2012), "Process Evidence for the Question-Behavior Effect: Influencing Socially Normative Behaviors," *Social Influence*, 7(3), 211-228.

Sultan, Abdullah J., Jeff Joireman and David E. Sprott (2012), "Building Consumer Self-Control: The Effect of Self-Control Exercises on Impulse Buying Urges," *Marketing Letters*, 23 (1), 61-72.

Berning, Joshua P., and David E. Sprott (2011), "Examining the Effectiveness of Nutrition Information in a Simulated Shopping Environment," *Journal of Food Distribution Research*, 42(3), 60-76.

\*Top Journal Article for 2011-2012 in *JFDR*; Received Presidential Award for Excellence in Communication at 2012 FDRS conference.

Chandon, Pierre, Ronn J. Smith Vicki Morwitz, Eric R. Spangenberg and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, 38 (October), 420-430.

Berning, Joshua P., Hayley H. Chouinard, Kenneth Manning, Jill J. McCluskey, and David E. Sprott (2010), "Identifying Consumer Preferences for Nutrition Information on Grocery Store Shelf Labels Food Policy," *Food Policy*, 35, 429-36.

Featherman, Mauricio, Anthony D. Miyazaki, and David E. Sprott (2010), "Reducing Online Privacy Risk to Facilitate E-Service Adoption: The Influence of Perceived Ease of Use and Corporate Credibility," *Journal of Services Marketing*, 24 (3), 219-229.

Joireman, Jeff, Jeremy Kees, and David E. Sprott (2010), "Concern with Immediate Consequences Magnifies the Impact of Compulsive Buying on Credit Card Debt Within College Students," *Journal Consumer Affairs*, 44 (1), 155-178.

Manning, Kenneth C. and David E. Sprott (2009), "Price Endings, Left-Digit Effects, and Choice," *Journal of Consumer Research*, 36 (2), 328-335.

Sprott, David E., Sandor Czellar and Eric R. Spangenberg (2009), "The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale," *Journal of Marketing Research*, 46 (February), 92-104.

Joireman, J., Daniel Balliet, David E. Sprott, Eric R. Spangenberg, and Jenifer Schultz (2008), "Consideration of Future Consequences, Ego-Depletion, and Self-Control: Support for Distinguishing Between CFC-Immediate and CFC-Future Sub-Scales," *Personality and Individual Differences*, 48, 15-21.

Spangenberg, Eric R., Anthony G. Greenwald, and David E. Sprott (2008), "Will You Read this Abstract? Theories of the Question-Behavior Effect," *Journal of Consumer Psychology*, 18(2), 102-107.

Grohmann, Bianca, Eric R. Spangenberg and David E. Sprott (2007), "The Influence of Tactile Input on the Evaluation of Retail Product Offerings," *Journal of Retailing*, 83 (April), 237-245.

Manning, Kenneth C. and David E. Sprott (2007), "Multiple Unit Price Promotions and their Effects on Quantity Purchase Intentions," *Journal of Retailing*, 83 (4), 411-421.

Spangenberg, Eric R. and David E. Sprott (2006), "Self-Prophecy and Misattribution," *Journal of Consumer Research*, 32(March), 550-556.

Spangenberg, Eric R., David E. Sprott, Bianca Grohmann, and Dan Tracy (2006), "Gender-Congruent Ambient Scent Influences on Approach and Avoidance Behaviors in a Retail Store," *Journal of Business Research*, 9 (November), 1281-1287.

Sprott, David E., Eric R. Spangenberg; Lauren Block, Gavan Fitzsimons, Vicki Morwitz, and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go From Here," *Social Influence*, 1 (June), 128-137.

Sprott, David E., Eric R. Spangenberg, David C. Knuff, and Berna Devezer (2006), "Self-Prophecy and Patient Health: Influencing Health-Related Behaviors through Self-Prediction," *Medical Science Monitor*, 12 (5), RA85-RA91.

Joireman, Jeff, David E. Sprott, and Eric R. Spangenberg (2005) "Fiscal Responsibility and the Consideration of Future Consequences," *Personality and Individual Differences*, 39(October), 1159-1168.

Spangenberg, Eric R., Bianca Grohmann, and David E. Sprott (2005), "It's Beginning to Smell (and Sound) a Lot Like Christmas: The Interactive Effects of Ambient Scent and Music in a Retail Setting," *Journal of Business Research*, 58 (November), 1583-1589.

\*Synopsis of this article published by *Nature* (December 22, 2004; news@nature.com).

Sprott, David E. and Terence A. Shimp (2004), "Using Product Sampling to Augment the Perceived Quality of Store Brands," *Journal of Retailing*, 80 (4), 305-315.

Muehling, Darrel D. and David E. Sprott (2004), "An Empirical Examination of Nostalgia Advertising Effects" *Journal of Advertising*, 33 (3), 25-35.

Newman, Eric J., Donald E. Stem, Jr., and David E. Sprott (2004), "Banner Advertisement and Website Congruity Effects on Consumer Web Site Perceptions," *Industrial Management and Data Systems*, 104 (3/4), 273-294.

Sprott, David E., Ronn J. Smith, Eric R. Spangenberg, and Timothy S. Freson (2004), "Applying Self-Prophecy to Health Assessments: Empirical Evidence for the Impact of Self-Prediction on Health Monitoring," *Journal of Applied Social Psychology*, 34 (6), 1176-1190.

Spangenberg, Eric R., David E. Sprott, Bianca Grohmann, and Ronn J. Smith, (2003), "Mass-Communicated Prediction Requests: Practical Application and a Cognitive Dissonance Explanation for Self-Prophecy," *Journal of Marketing*, 67 (July), 47-62.

Sprott, David E., Kenneth C. Manning, and Anthony D. Miyazaki (2003), "Grocery Price Setting and Quantity Surcharges," *Journal of Marketing*, 67 (July), 34-46.

Sprott, David E., Eric R. Spangenberg, and Robert J. Fisher (2003), "The Importance of Normative Beliefs to the Self-Prophecy Effect," *Journal of Applied Psychology*, 88 (June), 423-431.

Manning, Kenneth C., David E. Sprott, and Anthony D. Miyazaki (2003), "Unit Price Usage Knowledge: Conceptualization and Empirical Assessment," *Journal of Business Research*, 56 (5), 367-377.

Pascal, Vincent J., David E. Sprott, and Darrel D. Muehling (2002), "The Influence of Evoked Nostalgia on Consumers' Responses to Advertising: An Exploratory Study," *Journal of Current Issues & Research in Advertising*, 24 (1), 39-49.

Sprott, David E. and Anthony D. Miyazaki (2002), "Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in *Journal of Public Policy & Marketing*," *Journal of Public Policy & Marketing*, 21 (1), 105-125.

Miyazaki, Anthony D., Anne M. Brumbaugh, and David E. Sprott (2001), "Promoting and Countering Consumer Misconceptions of Random Events: The Case of Perceived Control and State-Sponsored Lotteries," *Journal of Public Policy & Marketing*, 20 (2) 254-267.

Sprott, David E., Anthony D. Miyazaki, and Anne M. Brumbaugh (2001), "Motivation and Ability as Predictors of Play Behavior in State-Sponsored Lotteries: An Empirical Assessment of Psychological Control," *Psychology & Marketing*, 18 (9), 973-983.

Citrin, Alka Varma, David E. Sprott, Steven N. Silverman, and Donald E. Stem, Jr. (2000), "Adoption of Internet Shopping: The Role of Consumer Innovativeness," *Industrial Management and Data Systems*, 100 (7), 294-300.

Hansen, Ann, Anthony D. Miyazaki and David E. Sprott (2000), "The Tax Incidence of Lotteries: Evidence from Five States," *Journal of Consumer Affairs*, 34 (2), 182-203.

Miyazaki, Anthony D., David E. Sprott, and Kenneth C. Manning (2000), "Unit Prices on Retail Shelf Labels: An Assessment of Information Prominence," *Journal of Retailing*, 76 (Winter), 93-112.

Barone, Michael J., Terence A. Shimp, and David E. Sprott (1999), "Product Ownership as a Moderator of Self-Congruity Effects," *Marketing Letters*, 10 (1), 73-83.

Miyazaki, Anthony D., Jeff Langenderfer, and David E. Sprott (1999), "Government-Sponsored Lotteries: Exploring Purchase and Nonpurchase Motivations," *Psychology & Marketing*, 16 (January), 1-20.

Manning, Kenneth C., David E. Sprott, and Anthony D. Miyazaki (1998), "Consumer Responses to Quantity Surcharges: Implications for Retail Price Setters," *Journal of Retailing*, 74 (3), 373-399.

Miyazaki, Anthony D., Ann Hansen, and David E. Sprott (1998), "A Longitudinal Analysis of Income-Based Tax Regressivity of State-Sponsored Lotteries," *Journal of Public Policy & Marketing*, 17 (Fall), 161-172.

Sprott, David E., David M. Hardesty, and Anthony D. Miyazaki (1998), "Disclosure of Odds Information: An Experimental Investigation of Odds Format and Numeric Complexity," *Journal of Public Policy & Marketing*, 17 (Spring), 11-23.

Barone, Michael J., Terence A. Shimp, and David E. Sprott (1997), "The Mere Ownership Effect Revisited: A Robust Effect?," *Journal of Consumer Psychology*, 6 (3), 257-284.

Barone, Michael J., Terence A. Shimp, and David E. Sprott (1997), "A Commentary on the Mere Ownership Effect: 'More There Than Meets Their Eyes' or 'Less There Than They Would Have Us Believe?'," *Journal of Consumer Psychology*, 6 (3), 299-311.

### **Publications in Refereed Conference Proceedings**

Knuff, David C., David E. Sprott and Eric R. Spangenberg (2012), "Ask and You Shall Receive: Understanding the Question-Behavior Effect," in *Proceedings of the International European Institute of Retailing and Service Studies*, ed, Harry Timmermans, Vienna, Austria.

Longstreet, Phil, Xiao Xiao, Saonee Sarker and David E. Sprott (2011), "Predicting Technology Related Performance: Where Self-Prophecy and Computer Self-Efficacy Meet," *Proceedings of the Seventeenth Americas Conference on Information Systems*, Detroit, MI, 1-9.

Perkins, Andrew, Ronn J. Smith, David E. Sprott, Eric R. Spangenberg and David C. Knuff (2008), "Understanding the Self-Prophecy Phenomenon," in *2007 European Association for Consumer Research Conference*, Vol. 8, Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN : Association for Consumer Research, 462-467.

Silverman, Steven N., David E. Sprott, and Vince Pascal (1999), "Relating Consumer-Based Sources of Brand Equity to Market Outcomes," in *Advances in Consumer Research*, Vol. 26, eds. Linda Scott and Eric J. Arnould, Provo, UT: Association for Consumer Research, 352-358.

Sprott, David E., Eric R. Spangenberg and Andrew Perkins (1999), "Two More Self-Prophecy Experiments," in *Advances in Consumer Research*, Vol. 26, eds. Linda Scott and Eric J. Arnould, Provo, UT: Association for Consumer Research, 621-626.

Miyazaki, Anthony D., David E. Sprott, and Jeff Langenderfer (1996), "Methodological Issues in Public Policy Research: The Case of Education and Lottery Purchase Behavior," in *Marketing and Public Policy Conference Proceedings*, Vol. 6, eds. Ronald P. Hill and Charles R. Taylor, Chicago: American Marketing Association, 181-189.

Bower, Amanda B. and David E. Sprott (1995), "The Case of the Dusty Stair Climber: A Taxonomy and Exploratory Study of Product Nonuse," in *Advances in Consumer Research*, Vol. 22, eds. Frank R. Kardes and Mita Sujun, Provo, UT: Association for Consumer Research, 582-586.

Madden, Thomas J. and David E. Sprott (1995), "A Comparison of Theoretical Extensions to the Theory of Reasoned Action," in *Proceedings of the Society for Consumer Psychology*, eds. Scott B. MacKenzie and Douglas M. Stayman, Washington, D.C.: American Psychological Association, 1-9.

Sprott, David E. and Anthony D. Miyazaki (1995), "Gift Purchasing in a Retail Setting: An Empirical Examination," in *1995 AMA Winter Educators' Conference Proceedings – Marketing Theory and Applications*, Vol. 6, eds. David W. Stewart and Naufel J. Vilcassim, Chicago: American Marketing Association, 455-461.

### Abstracts in Refereed Conference Proceedings

Haberland, Friederike, Jan Landwehr, David E. Sprott, Eric R. Spangenberg & Andreas Herrmann (2009), "The Simple (and Complex) Effects of Scent on Retail Shoppers: Processing Fluency and Ambient Olfactory Stimuli," *Association for Consumer Research Conference*, Pittsburgh, PA.

Kees, Jeremy, Jeff Joireman, and David Sprott (2008), "Understanding Why Temporally Myopic People Have More Credit Card Debt: Two Complementary Explanations," *Association for Consumer Research Conference*, San Francisco, CA.

Chandon, Pierre, Vicki Morwitz, Ronn Smith, Eric R. Spangenberg, and David E. Sprott (2008), "When Does the Past Repeat Itself? The Role of Behavior Prediction and Personal Norms," *Association for Consumer Research Conference*, San Francisco, CA.

Shimp, Terence A. and David E. Sprott (2005), "Increasing Store Brand Purchase Intentions through Product Sampling," *2005 European ACR Conference*.

Sprott, David E., Eric R. Spangenberg, and Kellie C. Qualls (2004), "Consumer Response to Counterattitudinal Marketplace Information: The Case of the Nasty Restaurant Review," *2004 AMA Winter Educators' Conference*.

Sprott, David E., Eric R. Spangenberg, and Kellie C. Qualls (2004), "The Case of the Nasty Restaurant Review: Consumer Response to Counterattitudinal Service Provider Information," *2004 Recent Advances in Retailing and Consumer Services Science*.

Smith, Ronn J., David E. Sprott, Eric R. Spangenberg, and Bianca Grohmann (2002), "Self-Prophecy and Social Marketing: The Effect of Advertised Self-Predictions on Normative behavior," in *2002 Marketing and Public Policy Conference Proceedings*.

Sprott, David E., David Wallace, Kenneth C. Manning, Anthony D. Miyazaki, and Jeff Langenderfer (2002), "The Effect of Unit Price Regulation on Consumer Price Perceptions: A Comparison Between Washington and Massachusetts Consumers," in *2002 Marketing and Public Policy Conference Proceedings*.

Rindfleisch, Aric and David E. Sprott (2000), "Moving Forward on Looking Backward: Advancing Theory and Practice in Nostalgia," in *Advances in Consumer Research*, Vol. 27, eds., Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 34-35.

Spangenberg, Eric R., Therese A. Louie, and David E. Sprott (2000), "Recent Advances in Research on Behavioral Self-Prediction," in *Advances in Consumer Research*, Vol. 27, eds., Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 255.

Citrin, Alka Varma, David E. Sprott, Steven N. Silverman, and Donald E. Stem, Jr. (1999), "From Internet Use to Internet Adoption: Is General Innovativeness Enough?," in *1999 AMA Winter Educators' Conference Proceedings*, Vol. 10, eds. Anil Menon and Arun Sharma, Chicago: American Marketing Association, 232-233.

Manning, Kenneth C., David E. Sprott and Anthony D. Miyazaki (1999), "Do Consumers Know How To Use Unit Pricing?," *1999 Marketing and Public Policy Conference Proceedings*, Vol. 9, eds. Gregory T. Gundlach, William E. Wilkie and Patrick E. Murphy, Chicago: American Marketing Association, 67-68.

Sprott, David E., Anthony D. Miyazaki, and Anne M. Brumbaugh (1997), "A Psychological Approach to Lottery Consumption: The Role of Psychological Control," in *Marketing and Public Policy Conference Proceedings*, Vol. 7, eds. Easwar Iyer and George R. Milne, Chicago: American Marketing Association, 61.

Sprott, David E., Anthony D. Miyazaki, and Jeff Langenderfer (1995), "A Motivational Approach to Understanding the Impact of Education on Lottery Purchase Behavior," in *Marketing and Public Policy Conference Proceedings*, Vol. 5, eds. Pam Scholder Ellen and Patrick J. Kaufmann, Atlanta, GA, 78.

### Chaired Special Conference Sessions

Sprott, David E. (2012), "Past, Present, and Future of Covert Marketing: Implications for Marketing and Public Policy," *2012 Marketing & Public Policy Conference*, Atlanta, GA.

Sprott, David E. (2007), "The Question-Behavior Effect: Current and Future Research," *2007 Association for Consumer Research*, Round table, Memphis, TN.

Sprott, David E. and Kelly D. Martin (2006), "The 'Lurking Marketer:' Ethical, Policy, and Theoretical Issues Surrounding Covert Marketing Activities," *AMA Winter Educators' Conference*, St. Petersburg, FL.

Sprott, David E. and Patti Williams (2006), "Did You Know that Questioning Consumers Can Change Behavior?: New Research and Future Directions on the Question-Behavior Effect," *2006 Association for Consumer Research Conference*, Orlando, FL.

Rindfleisch, Aric and David E. Sprott (1999), "Moving Forward on Looking Backward: Advancing Theory and Practice in Nostalgia," *1999 Association for Consumer Research Conference*, Columbus, OH.

Miyazaki, Anthony D. and David E. Sprott (1997), "The Marketing of Government-Sponsored Lotteries: A Policy Perspective," *AMA Winter Educators' Conference*, February, St. Petersburg, FL.

### Presentations

Liu, Richie, Jeff Joireman, David E. Sprott, and Eric R. Spangenberg (2014) "I Don't Know You Anymore: Effects of Identity-Based Motivation on Responses to Rebranding," *2014 Association for Consumer Research Conference*, Baltimore, MD.

Zidansek, Manja, David E. Sprott, and Eric R. Spangenberg (2014), "Losing the Scent: How Changing Scent-Brand Associations Over Time Impacts Consumer Spending," *Understanding the Customer's Sensory Experience Conference*, Temple University, Philadelphia, PA.

Albrecht, Carmen-Maria Albrecht, Hans H. Bauer, Kai N. Bergner, Tamara Gogia, and David E. Sprott (2013), "Predicting Preventive Health Behavior: The Effects of Self-Prophecy & Self-Efficacy," *2013 Marketing & Public Policy Conference*, Washington, DC.

Herrmann, Andreas, Emanuel de Bellis, Hans-Werner Bierhoff, Elke Rohmann, and David E. Sprott (2013), "Exploring the 'I' in Mass Customization Decisions: Narcissists' Proclivity Towards Configuring Unique Products," *2013 Association for Consumer Research Conference*, Chicago, IL.

Albrecht, Carmen-Maria, Hans H. Bauer, Kai Bergner, Tamara Gogia, Daniel Heinrich, and David E. Sprott (2012), "Self-Efficacy and Self-Prophecy Effects on Preventive Health Behavior," *2012 Summer AMA Conference*, Chicago, IL.

Czellar, Sandor, David E. Sprott, Richard R. Spangenberg, and Richie Liu (2012), "Effects of Brand Engagement in Self-Concept on Brand Relationship Norms," *2012 European Marketing Academy Conference*, Lisbon, Portugal.

Gillespie, Brian, David E. Sprott, Jeff Joireman, and Darrel D. Muehling (2012), "Understanding Consumers' Acceptance of Product Placement as a Relevant Commercial Device: Development and Validation of a Scale," *2012 Marketing & Public Policy Conference*, Atlanta, GA.

Knoeferle, Klemens M. and David E. Sprott (2012), "Crossmodal Influences of Product Sounds on Consumer Taste Perceptions," *2012 European Marketing Academy Conference*, Lisbon, Portugal.



Knoeferle, Klemens M., David E. Sprott, and Andreas Herrmann (2012), "Cross-Modal Influences of Acoustic Product Cues on Taste Perceptions," *2012 Society for Consumer in Psychology Conference*, Las Vegas, NV.

Sprott, David E., Sandor Czellar, Charles Lebar, and Miroslav Karlicek (2012), "Branded or Not? The Importance of Recipient Personality in Gift Exchange Process," *2012 Society for Consumer in Psychology Conference*, Las Vegas, NV.

Sprott, David E., Sandor Czellar, Charles Lebar, and Miroslav Karlicek (2012), "Don't Give Me My Favorite Brand for Christmas!: The Role of Brands in Gift Receiving Contexts," *2012 European Marketing Academy Conference*, Lisbon, Portugal.

Sprott, David E., Kelly Martin, and Michael W. Martin (2012) "Consumer Response to Blog Authenticity and Disclosure: An Empirical Examination of the FTC's Concerns," *2012 Marketing & Public Policy Conference*, Atlanta, GA.

Sprott, David E., Eric R. Spangenberg, Richie Liu & Sandor Czellar (2012), "Effects of Brand Engagement in Self-Concept on National and Private Label Brands," *2012 European Institute of Retailing and Service Studies Conference*, Vienna, Austria.

Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott (2011), "The Interplay of Behavior Prediction and Personal Norms," *16<sup>th</sup> European Association for Social Psychology*, Stockholm, Sweden.

Purucker, Christian, Jan R. Landwehr, David Sprott, and Andreas Herrmann (2011), "The Eyes Have It: Eye Tracking Analysis of Anthropomorphic Car Fronts Using Spatiotemporal Scan Statistics," *2011 Association for Consumer Research Conference*, St Louis, MO.

Devezer, Berna, David E. Sprott, and Eric R. Spangenberg (2010), "Self-Schema as Goal Standard: Understanding Self-Regulation via Sequential Behaviors," *2010 Society for Consumer Psychology*, St Pete Beach, FL.

Haberland, Friederike, Jan R. Landwehr, Andreas Herrmann, David E. Sprott, and Eric R. Spangenberg (2009), "The Simple (and Complex) Effects of Scent on Retail Shoppers: Processing Fluency and Ambient Olfactory Stimuli," *European Marketing Academy*, France.

Raska, David, David E. Sprott, Jeff Joireman, and Eric R. Spangenberg (2009), "Consumer Attitudes and Intentions Regarding Environmental Behaviors: Effects of Firm-Stated Motives," *2009 World Marketing Congress*, Oslo, Norway.

Raska, David, David E. Sprott, Jeff Joireman, and Eric R. Spangenberg (2008), "Shades of Green: Are Brand's Environmental Actions Good for Society?," *2008 Society for Consumer Psychology*, New Orleans.

Sprott, David E. (2008), "Successful Grant Writing and Implementation for Marketing Academics," Panel Member for Special Session, *2008 AMA Summer Educator's Conference*, San Diego.

Sprott, David E., Sandor Czellar, Eric R. Spangenberg and David Raska (2008), "Individual Differences in Responses to Brand Stimuli: The Case of Self-Monitoring and Brand Engagement in Self-Concept," *European Marketing Academy*, Brighton, United Kingdom.

Sprott, David E., Sandor Czellar, Eric R. Spangenberg and David Raska (2008), "Individual Differences in Responses to Brand Stimuli: The Case of Self-Monitoring and Brand-Extended Self-Construal," *2008 Society for Consumer Psychology*, New Orleans.

Sultan, Abdullah, David E. Sprott, Jeff Joireman, and Yany Gregoire (2008), "The Relationship between Inconsistent Brand Information Exposure and Future Purchase Intention: The Moderating Role of Brand Implicit Image," *2008 Society for Consumer Psychology*, New Orleans.

Devezer, Berna, David E. Sprott, and Eric R. Spangenberg (2007), "Is Failure a Blessing or a Curse? Behavioral Goal Violation, Cognitive Dissonance and Consumer Welfare," *2007 Association for Consumer Research*, Memphis.

Grohmann, Bianca, David E. Sprott and Eric R. Spangenberg (2006), "Development and Validation of a Scale To Measure Consumers' Love of the Christmas Holiday," *EMAC Conference*, Athens, Greece.

Perkins, Andrew, David E. Sprott, Eric R. Spangenberg, David Knuff, and Ronn Smith (2006), "Examining the Question-Behavior Effect Using the Implicit Association Test," *2006 Association for Consumer Research Conference*, Orlando, FL.

Vierrege, Michael and David E. Sprott (2004), "Young International Travelers' Perception of Car-Free Tourist Destinations in Switzerland and Impact of Perception on Intent to Visit These Resorts," *EuroCHRIE Congress*, Ankara, Turkey.

Chouinard, Hayley, Jill McCluskey, and David E. Sprott (2004), "All Tuna is not Created Equal: The Existence of Quantity Surcharges Due to Product Differentiation," *American Agricultural Economics Association*, Denver, CO.

Manning, Kenneth C. and David E. Sprott (2004), "The Influence of Price Endings on Consumer Price Sensitivity," *2004 Fordham University Pricing Conference*, New York, NY.

Spangenberg, Eric R., David E. Sprott, Bianca Grohmann, and Daniel Tracy (2004), "Effects of Gender-Congruent Ambient Scent on Approach and Avoidance Behaviors in a Retail Store," *7<sup>th</sup> Retail Strategy and Consumer Decision Research Seminar, Society for Marketing Advances*, Fort Lauderdale, FL.

Sprott, David E., Eric R. Spangenberg, Robert Fisher and Berna Devezer (2004), "Does Direction of Prediction Impact the Self-Prophecy Effect?," *2004 Association for Consumer Research Conference*, Portland, OR.

Spangenberg, Eric R., Bianca Grohmann, and David E. Sprott (2003), "It's Beginning to Smell (and Sound) a Lot Like Christmas: The Interactive Effects of Ambient Scent and Music in a Retail Setting," *6<sup>th</sup> Retail Strategy and Consumer Decision Research Seminar, Society for Marketing Advances*, New Orleans, LA.

Manenica, Kathleen, David E. Sprott, Sue N. Butkus (2003), "Food Sense: A Model Process for Branding Nutrition Education," *Joint Council of Extension Professionals (National Galaxy II)*, Salt Lake City, UT.

Eckles, Edward, Jeff Joireman, David E. Sprott and Eric R. Spangenberg (2003), "Individual Differences in the Consideration of Future Consequences Predict Fiscal Responsibility," *15<sup>th</sup> Annual Convention of the American Psychological Society*, Atlanta, GA.

Sprott, David E., Ronn J. Smith, Eric R. Spangenberg, and Timothy S. Freson (2002), "Changing Health-Related Behaviors with Self-Prophecy: Review and New Evidence for the effect of Self-Prediction on Normative Behavior," *2002 Association for Consumer Research Conference*, Atlanta, GA.

Miyazaki, Anthony D., David E. Sprott, and Kenneth C. Manning (2001), "Does Selling More Decrease Prices? An Investigation of Retail Pricing Practices," *2001 Fordham University Pricing Conference*, New York, NY.

Grohmann, Bianca, Eric R. Spangenberg, and David E. Sprott (2000), "Expanding the Boundaries of Self-Prophecy: The Use of Prediction Requests in Advertising," *Working Paper Series, 2000 Association for Consumer Research Conference*, Salt Lake City, UT.

Sprott, David E. and Bianca Grohmann (2000), "The Impact of Giver Affiliation and Recipient Gender on the Evaluation of a Received Gift," *2000 Winter Society of Consumer Psychology Conference*, San Antonio, TX.

Sprott, David E., Kenneth C. Manning, and Anthony D. Miyazaki (2000), "Retail Pricing Strategy and the Existence of Quantity Surcharges: A Brand-Size Demand Explanation," *2000 Fordham University Pricing Conference*, New York, NY.

Sprott, David E., Anthony D. Miyazaki and Kenneth C. Manning (2000), "The Provision of Unit Price Information: Consumer, Retailer, and Policy Implications," *Invited Poster Presentation, 2000 Marketing and Public Policy Conference*, Washington D.C..

Fisher, Robert, David E. Sprott, and Eric R. Spangenberg (1999), "Are Social Norms a Pre-Condition for the Self-Prophecy Effect?," *1999 Association for Consumer Research Conference*, Columbus, OH.

Grohmann, Bianca and David E. Sprott (1999), "She Said/He Said 'I Like That Gift': The Role of Self-Concept in the Evaluation of Gifts Across Genders," *1999 Association for Consumer Research Conference*, Columbus, OH.

Manning, Kenneth C., David E. Sprott, and Anthony D. Miyazaki (1999), "Unit Price Usage Knowledge: Conceptualization and Empirical Assessment," *1999 Fordham University Pricing Conference*, New York, NY.

Sprott, David E. and Steven N. Silverman (1999), "Does Nostalgia Sell?: Exploring the Role of Nostalgia in Important Objects and Branded Objects," *1999 Association for Consumer Research Conference*, Columbus, OH.

Miyazaki, Anthony D., Ann Hansen, and David E. Sprott (1997), "Who Buys Lottery Tickets? A Longitudinal Assessment of Lotteries as Regressive Revenue Producers," *AMA Winter Educator's Conference*, February, St. Petersburg, FL.

Shimp, Terence A., Michael J. Barone, and David E. Sprott (1996), "Mere and Near Ownership Effects: Implications for Consumer Research and Marketing Action," *Society of Consumer Psychology Conference*, February, Hilton Head, SC.

### Other Publications

Spann, Martin, Andreas Herrmann and David Sprott (2010), "Pricing in Electronic Markets and Networks," *Electronic Markets*, 20, 83-84.

Sprott, David E. (2009), "The Policy, Consumer, and Ethical Dimensions of Covert Marketing: An Introduction to the Special Section," *Journal of Public Policy & Marketing*, 27 (1), 4-6.

Sprott, David E. (1997), review of *Gift Giving: A Research Anthology*, Cele Otnes and Richard F. Beltramini, eds., *Journal of Marketing Research*, 34 (November), 541-542.

### Under Review and Revision Requests

Herrmann, Andreas, David E. Sprott, Rupert Stadler, and Jan R. Landwehr, "What Drives Leapfrogging? Empirical Assessment of Consumer Determinants of Leapfrogging," (under review at *European Journal of Marketing*).

Sprott, David E., Sandor Czellar, Eric R. Spangenberg, and Elizabeth Crowley, "Consumer Responses to Self-Expressive Brand Display," (revision requested at the *Journal of Advertising*).

Sprott, David E., Eric R. Spangenberg, Ioannis Kareklas, and Berna Devezer, "A Meta-Analytic Review of Question-Behavior Effect," (revision requested at the *Journal of Consumer Psychology*).

### Working Papers

DeBellis, Emanuel, David E. Sprott, and Andreas Herrmann, "Consumer Narcissism in Mass Customization Decisions: How Narcissists' Superiority Feelings Drive the Configuration of Unique Products," (targeted towards *Journal of Marketing Research*).

Herrmann, Andreas, David E. Sprott, Rupert Stadler, and Jan R. Landwehr, "Consumers and Leapfrogging: Experimental Evidence," working paper.

Heindrich, Daniel, David E. Sprott, and Carmen Albrecht, "I Love You No Matter What: The Moderating Effects of Brand Attachment on Brand Extension Success," (targeted towards *International Journal of Research in Marketing*).

Jensen, Tim, Andreas Herrmann, David E. Sprott, and Jan R. Landwehr, "Choice Complexity and Decision Making: Evidence from On-Line Field Experiments," working paper.

Sprott, David E., Sandor Czellar, Eric R. Spangenberg, and Richie L. Liu, "Effects of Brand Engagement in Self-Concept on Brand Relationship Norms," (targeted towards *Marketing Letters*).

Sprott, David E., Terence A. Shimp, and Michael J. Barone, "The Mere-Ownership Effect and Gender Moderation," working paper.

Sprott, David E., Eric R. Spangenberg, Robert Fisher, Berna Devezer and Manja Zidansek, "Influencing Implicit Gender Stereotypes with Self-Prophecy: The Interaction of Gender and Direction of Prediction," working paper.

Sprott, David E., Eric R. Spangenberg, and Bianca Grohmann, "I Love Christmas: Conceptualizing and Measuring Consumers' Love of Christmas," (targeted towards *Journal of Marketing*).

Sprott, David E., Eric R. Spangenberg, Richie Liu, and Sandor Czellar, "The Influence of Brand Engagement and Self-Esteem on Consumer Preference for National vs. Private Brands," (targeted towards *Journal of Retailing*).

## Current Projects

- Introduction of Retail Unit Pricing in Brazil (with Gabriel Gazzolli at Oklahoma State and Kenneth Manning at Colorado State; data collection summer 2014).
- The Moderating Effects of Olfactory Cues on Retail Crowding (with Manja Zidansek at University of Lausanne, Dominique Worthen and Eric Spangenberg at WSU; data collection Fall 2014).
- Transaction Affect in Retail Pricing (with Ken Manning and James Wilkie; manuscript in development).
- Consumer Reactions to Even and Odd-Ending Retail Prices (with Ken Manning at Colorado State and James Wilkie at Notre Dame; data collected).
- What's Missing in Self-Brand Connections?: The Self, the Brands, and the Others (with Sandor Czellar at Lausanne and Eric R. Spangenberg at WSU; manuscript in development).
- Mass-Customization and Social Networks: The Moderating Role of Narcissism (with Emanuel DeBellis and Andreas Herrmann at St Gallen; pilot data collected).
- Brands and Gift Giving (with Sandor Czellar at Lausanne and Eric Spangenberg at WSU; pilot data collected).
- Using the Question-Behavior Technique to Increase Participation in a Telephone Marketing Survey (with David C. Knuff and Eric R. Spangenberg at WSU; manuscript in development).
- The Influences of Questioning on Exercise Behavior (with Mannheim colleagues; manuscript in development)

## Research Awards and Grants

- Outstanding Faculty Research Award (2014), WSU College of Business.
- USDA Grant (October 2005-2007) to study the effects of nutrition and pricing information on grocery price labels on consumer choice (\$257,039). Grant with Jill McCluskey, Haley Chouinard (both in Agricultural Economics, WSU), and Ken Manning (Colorado State University).
- Dean's Fellow, College of Business and Economics, Washington State University, 2003, 2004, 2005.
- WSU Cooperative Extension and USDA (\$6,629), Self-prophecy and EFNEP, Washington State University.
- USDA Grant (2001-2003) to study environmental claims and forest products (\$47,163). Grant with Steven Shook (University of Idaho). Part of larger grant awarded to (administered by) consortium of Western schools.
- 2000 Summer Research Grant (\$5,000), College of Business & Economics, Washington State University.
- 1999 Summer Research Grant (\$5,000), College of Business & Economics, Washington State University.
- 1998 Summer Research Grant (\$2,500), College of Business & Economics, Washington State University.
- 1997 Summer Research Grant (\$5,000), College of Business & Economics, Washington State University.

## TEACHING

### Undergraduate Teaching Experience

- |                               |   |
|-------------------------------|---|
| ◦ Washington State University |   |
| • Brand Management            | Fall 1997 to Spring 2013 (including Swiss campus) |
| • Consumer Behavior           | Spring 1999 to Summer 2006                        |
| • Marketing and Public Policy | Summer 1998 to Summer 2002                        |
| • Principles of Marketing     | Summer 2003 to Summer 2004, Summer 2009           |

- Retail Management Fall 1996 to Summer 1997, Fall 2008
  - Sales Management Fall 1996 to Fall 1997
- International Partners and Universities
  - Brand Management (Cesar Ritz) Spring 2005, Spring 2013
  - Business Planning (Cesar Ritz) Spring 2013
  - Consumer Behavior (Cesar Ritz; EHL) Spring 2003, Summer 2004, Spring 2005
  - Marketing Research (EHL) Summer 2004, Spring 2005
  - Statistics (Cesar Ritz) Spring 2005, Spring 2007
- University of South Carolina
  - Marketing Management Summer 1994
  - Principles of Marketing Fall 1993 to Spring 1994
- Kent State University
  - Retail Management (Assistant) Fall 1994

### **Graduate Teaching Experience**

- Washington State University (MBA)
  - Consumer Behavior (online) Spring 2010 to Present
  - Survey of Marketing (full-time) Fall 2005 to Fall 2007
  - Marketing Strategy (full-time) Fall 2011
- Washington State University (PhD)
  - Professional Development Seminar Fall 2007 to Spring 2012
  - Seminar in Research Methods Fall 2003, Spring 2006
  - Various Team-Taught Seminars Fall 1998 to Present
- International Partners and Universities (MBA)
  - Brand Management (Mannheim) Summer 2011, 2012
  - Consumer Behavior (EHL, Switzerland) Summer 2006
  - Leadership (YU, Saudi Arabia) Spring 2014
  - Marketing Research (EHL, Switzerland) Summer 2006
  - Teams Leadership (YU, Saudi Arabia) Summer 2014
- International Partners and Universities (PhD)
  - Exploratory Multivariate (St Gallen) Spring 2010 - Present
  - Qualitative Methods (St Gallen) Fall 2010 - Present

### **Teaching Awards**

- “Who’s Who Among America’s Teachers 2000,” selected by former WSU student, 2000.
- Outstanding Faculty Teaching Award (\$1,000), College of Business & Economics, Washington State University, 1999.
- Marketing Professor of the Year, College of Business & Economics, Washington State University, 2000.
- Marketing Professor of the Year, College of Business & Economics, Washington State University, 1999.
- Outstanding Faculty Member, Kappa Delta Sorority, Washington State University, Spring 1997.

### **Doctoral Committees**

- Chair for Dominique Braxton, Ph.D. in Marketing, WSU, expected graduation 2017.
- Chair for Richie Liu, Ph.D. in Marketing, WSU, expected graduation 2015.
- Chair for Brian Gillespie, Ph.D. in Marketing, WSU, graduated 2013.
- Chair for Manja Zidansek, Ph.D. in Marketing, WSU, graduated 2013.
- Chair for Berna Devezer, Ph.D. in Marketing, WSU, graduated 2009.
- Chair for David Raska, Ph.D. in Marketing, WSU, graduated 2009.
- Chair for Abdullah Sultan, Ph.D. in Marketing, WSU, graduated 2009.
- Committee Member for Adrienne Muldrow, WSU, expected graduation 2016.
- Committee Member for Vugar Ahmadov, Interdisciplinary Ph.D., WSU, graduated 2008.
- Committee Member for Josh Berning, Ph.D. in Economics, WSU, graduated 2008.
- Committee Member for Shilei Yang, Ph.D. in Operations, WSU, graduated 2007.

- Committee Member for David C. Knuff, Ph.D. in Marketing, WSU, graduated 2006.
- Committee Member for Darren B. Nicholson, Ph.D. in MIS, WSU, graduated 2005.
- Committee Member for Cam Caldwell, Ph.D. in Management, graduated 2004.
- Committee Member for Ronn Smith, Ph.D. in Marketing, graduated 2004.
- Committee Member for Bianca Grohmann, Ph.D. in Marketing, graduated 2003.
- Committee Member for Vincent J. Pascal, Ph.D. in Marketing, graduated 2004.
- Committee Member for Eric Newman, Interdisciplinary Ph.D., graduated 2002.
- Second Year Research Projects in Marketing: TJ Weber (2014); Hakil Moon (2011); Manja Zidansek (2010); Berna Devezer (2006); David Raska (2006); Abdullah Sultan (2006); David Knuff (2003); Bianca Grohmann (1999); Vincent J. Pascal (1998).

### Master's Committees

- Dong Yang, Department of Apparel, Merchandising, and Interior Design, Washington State University. Thesis titled, "Chinese Consumers' Adoption of the Internet for Apparel Shopping: A Replication Study," 2008.
- Seung Bong Ko, Department of Apparel, Merchandising, and Interior Design, Washington State University. Thesis titled, "Internet Apparel Shopping Perception of Risk Among South Korean Female University Students in the Apparel Major," 2005.
- Kristi Clarke, Department of Apparel, Merchandising, and Interior Design, Washington State University. Thesis titled, "An Exploratory Analysis of the Relationship between Personality and Fashion Consciousness," 2004.
- Monica Llorente Kruger, International Hospitality Management, Manchester Metropolitan University, UK, Thesis titled: "Hotel Attributes that Generate Compliments and Complaints and Business Customer Satisfaction in 4 and 5 Star Hotels in Madrid, Spain," 2003.
- Terri Nolan, Department of Psychology, Washington State University, Thesis titled: "The Influence of Color and Situational Context on Quality Assessments of Food Products," 2002.
- Joel Andren, Murrow School of Communication, Washington State University, Thesis titled: "Effectiveness of Corporate Philanthropy Campaigns as a Public Relations Function," 2000.
- James Braun, July 23, 1999.
- Kyung Ryun Pyun, Department of Apparel, Merchandising, and Interior Design, Washington State University. Thesis titled, "Gender Differences of Perceived Risk in Catalog Shopping: A Study of College Students' Apparel Purchase Behavior," 1999.
- Jianli Hu, Department of Apparel, Merchandising, and Interior Design, Washington State University. Thesis titled, "Consumer Patronage Preferences for Value Retailing: A Comparison of Factory Outlets and Discount Stores," 1999.
- Master's Examination Committees, College of Business & Economics, Washington State University (Sven Weissenborn, Monsoo Cheong, David Hwang, Scott Goerig, Carrie Curcio, Heather Corvey, Kay Meyer, Hollie Leitzelar, Tom Argyle, Ileen Shire, Michael Cline, Jennifer McDonnel), 1998-2001,

### Other Teaching Activities

- Co-author, Test Bank for Sheth, Mittal, and Newman, 2002.
- Revised consumer behavior course offerings, Department of Marketing, Washington State University, 2001.
- Instructor, MKTG 496 – "Developing a Marketing Plan for the Department of Marketing," Washington State University, 2000.
- Honor's Thesis Advisor (Rachel Lewis, Chris Strahl, Josh Decker, Luke Deiker, Brian Fung, Amber Nick, Desiree Lockwood, Shelby Schadewitz, Kelly Mader, Beth Hansen, Kristin Shaff, and Jennifer Breit), Senior Option, Honors College, Washington State University, 1999, 2000, 2001.
- Comprehensive Exam Committee for Marketing Ph.D. Students, Department of Marketing, Washington State University, 1999, 2002.
- Assisted in revising the Ph.D. Program document for the Department of Marketing, College of Business & Economics, Washington State University, Fall 1998.
- Instructional Seminar on Windows-SPSS (Department of Marketing, University of South Carolina), 1996.
- Teaching Assistant Seminar - 10 hours of instruction in university classroom teaching (Instructional Development Project, University of South Carolina), 1992.
- Appointed to Graduate Faculty, Washington State University, June 16, 1998.

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**SERVICE**


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**International Activities**

- Director, International Business Institute, College of Business, Washington State University, 2010-present.
- Board Member, Academic Council, Cesar Ritz Colleges, Switzerland, 2006 to 2008.
- Director, International Business Program in Brig, Switzerland, 2006 to 2012.
- Coordinator, Swiss MBA Study Abroad Program in Switzerland (with EHL), 2005 to 2010.
- IBS Fellow, College of Business, Washington State University, 2005 to present.
- Coordinator, Business in Switzerland Study Abroad Program with Cesar Ritz Colleges, 2004 to 2006.

**Academic Service**

- External Reviewer, Division of Humanities and Social Sciences, Swiss National Science Foundation, 2009.
- External Reviewer, Social Sciences and Humanities Research Council of Canada, 2009.
- External Reviewer, Tenure and Promotion to Associate Professor, Louisiana State University, 2007.
- External Reviewer, Promotion to Full Professor, School of Hotel Administration, Cornell University, 2007.
- Track Co-Chair, Summer AMA Educator's Conference, American Marketing Association, 2006-2007.
- Chair, Marketing and Society SIG, American Marketing Association, 2005-2006.
- Member, ACR Program Committee, Association for Consumer Research, 2005-2006, 2008-2009.
- Co-Chair, Doctoral Consortium, *Marketing and Public Policy Conference*, 2002, 2003.
- Discussant, "Information Processing Issues," *Society for Consumer Psychology Conference*, 1998.
- Discussant, "Emerging Research Issues," *Society for Consumer Psychology Conference*, 1997.
- Member, Program Committee, *Society for Consumer Psychology Conference*, 1999.
- Member, Conference Committee, *Society for Consumer Psychology*, 1997-1999.
- Session Chair, *AMA Winter Educator's Conference*, 1995.
- Moderator, MRKT-PHD, 1995-1996.
- Founder and co-owner of MRKT-PHD (email list for marketing doctoral students), 1994.

**Reviewer Activities**

- Editorial Review Board, *Journal of Consumer Psychology*, 2010 to present.
- Editorial Review Board, *Journal of Public Policy & Marketing*, 2006 to present.
- Editorial Review Board, *Journal of Product and Brand Management*, 2003 to present.
- Co-Editor, Special Issue on Pricing in Electronic Markets and Networks, *Electronic Markets*, 2009-2010.
- Editor, Special Issue on Covert Marketing Activities, *Journal of Public Policy & Marketing*, 2006-2007.
- Ad Hoc Reviewer, *AMS Review*, 2003.
- Ad Hoc Reviewer, *British Journal of Social Psychology*, 2011.
- Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 2008, 2009, 2011, 2013, 2014.
- Ad Hoc Reviewer, *Journal of Advertising*, 2003 to present.
- Ad Hoc Reviewer, *Journal of Consumer Affairs*, 2010.
- Ad Hoc Reviewer, *Journal of Consumer Psychology*, 2009.
- Ad Hoc Reviewer, *Journal of Consumer Research*, 2001, 2003, 2004, 2005, 2009, 2010, 2011, 2013.
- Ad Hoc Reviewer, *Journal of Marketing*, 2004, 2006, 2008 to present.
- Ad Hoc Reviewer, *Journal of Marketing Research*, 2000, 2007, 2008, 2009, 2013, 2014.
- Ad Hoc Reviewer, *Journal of Public Policy & Marketing*, 1999, 2000.
- Ad Hoc Reviewer, *Journal of Retailing*, 2003, 2004, 2005, 2010.
- Ad Hoc Reviewer, *Journal of Services Research*, 2013.
- Ad Hoc Reviewer, *Marketing Letters*, 2009, 2013.
- Ad Hoc Reviewer, *Social Influence*, 2006.
- Reviewer, *Journal of Retailing*, Special Issue on Customer Loyalty, 2003.
- Reviewer, *Journal of Public Policy & Marketing*, Special Issue on Pricing, 1998.
- Reviewer, *Psychology & Marketing*, Special Issue on Emerging Issues in Marketing, 1998.
- Reviewer, *Psychology & Marketing*, Special Issue on Social Desirability Bias, 1998.
- Reviewer, *AMA Educators' Conference*, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2009.
- Reviewer, *Association for Consumer Research Conference*, 1998 to present.
- Reviewer, *European Association for Consumer Research*, 2004.
- Reviewer, *Marketing and Public Policy Conference*, 1998, 1999, 2000, 2001, 2004, 2007, 2008, 2009, 2011.
- Reviewer, *Society for Consumer Psychology Conference*, 1998, 1999, 2000, 2001.

- Reviewer, *Fordham University Pricing Conference*, 1999, 2000, 2001, 2002, 2003, 2004, 2007, 2009.
- Reviewer, John A. Howard Dissertation Competition, AMA, 2004.
- Reviewer, Leopold Center for Sustainable Agriculture, Iowa State University, 2003, 2004.

### University & College Service

- Member, Vice President for University Relations Search Committee, Washington State University, 2008.
- Member, CEREO Executive Committee, Center for Environmental Research, Education, and Outreach, Washington State University, 2006 to 2008.
- Coordinator of Swiss Education Abroad Programs, College of Business & Economics, Washington State University, 2003 to present.
- Consumer Behavior Lab Upgrade Coordinator, Department of Marketing, Washington State University, 2003 to 2009.
- Chair, Ph.D. Curriculum Task Force, College of Business & Economics, Washington State University, 2005 to 2007.
- Subject Pool Coordinator, Department of Marketing, Washington State University, 1998 to 2007.
- Member, Search Committee, International Programs (Faculty Led Specialist), Washington State University, 2006.
- Ph.D. Program Coordinator, Department of Marketing, Washington State University, 2003 to 2006.
- Member and Coordinator, Visiting Scholar Program, Department of Marketing, Washington State University, 1998 to 2004.
- Member, Foundation Advisory Committee, Washington State University, 2003 to 2006.
- Judge, William R. Wiley Research Exposition, Washington State University, 2004.
- Chair, Marketing Faculty Search Committee, Washington State University, 2003, 2006.
- Member, Marketing Faculty Search Committee, Washington State University, 2007.
- Member, CBE Graduate Programs Policy Committee, College of Business & Economics, Washington State University, Fall 2002 to 2004.
- Adviser, Marketing Club, Department of Marketing, Washington State University, 2001 to 2003.
- Regent's Scholars Breakfast, Washington State University, Fall 2002.
- CBE Peer Website Benchmarking Evaluation, Washington State University, Summer 2002.
- Reviewer, Summer Graduate Research Assistantship Applications, Graduate School, WSU, 2001.
- Coordinator, Consumer Advocates on Campus Program (Direct Selling Education Foundation, Washington, D.C.), Department of Marketing, Washington State University, Fall 1999.
- Member, Ph.D. Comprehensive Exam Committee, Department of Marketing, Washington State University, Fall 1999, Fall 2002.
- Faculty Internship with AVISTA, Department of Marketing, Washington State University, Summer 1999.
- Reader of Graduating Students, Washington State University Commencement, 1999, 2000.
- Member, Ph.D. Steering Committee, Department of Marketing, Washington State University, 1999.
- Founder and coordinator of the CRIMSon Series (a research seminar), Department of Marketing, Washington State University, Fall 1998 to 2000.
- Participant, WSU Summer Alive, College of Business & Economics Reception, Summer 1998, 1999, 2000.
- Participant, WSU Summer Alive, University Reception, Summer 1999.
- Guest Lecturer, WSU Preview, Spring 1998, Spring 1999.
- Recipient, Boeing International Travel Grant (supported travel to University of Otago, New Zealand during the Fall 1997 semester), International Business Institute, Washington State University, 1997.
- Member, Marketing Faculty Search Committee, Washington State University, 1997.
- Member, Student Academic Responsibility Committee, University of South Carolina, 1993-1994.

### Professional Affiliations

- American Marketing Association, 1992- present.
- Association for Consumer Research, 1992-present.
- Society for Consumer Psychology, 1993-present.



## REFERENCES

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### Scholarship

- Gavan Fitzsimons, R. David Thomas Professor of Marketing and Psychology, Fuqua School of Business, Duke University, [gavan@duke.edu](mailto:gavan@duke.edu), 919-660-7793.\*
- Andreas Herrmann, Professor and Director, Center for Customer Insight (FCI-HSG), University of St. Gallen, Switzerland, [andreas.herrmann@unisg.ch](mailto:andreas.herrmann@unisg.ch), +41 (0)71 224 2130.
- Ken Manning, Professor & FirstBank Research Fellow, Department Chair, College of Business, Colorado State University, [Ken.Manning@business.colostate.edu](mailto:Ken.Manning@business.colostate.edu) 970-491-4361.
- Terry Shimp, Emeritus Professor, Darla Moore School of Business, University of South Carolina, [tashimp@moore.sc.edu](mailto:tashimp@moore.sc.edu), 803-781-4294.

### Academic Leadership

- Warwick Bayley, Professor, Department of Veterinary Clinical Sciences, College of Veterinary Medicine, Washington State University, [wmb@wsu.edu](mailto:wmb@wsu.edu), 509-335-5616.  
*NOTE: Warwick served as WSU's Provost from 2008 until 2013 and can speak to my leadership abilities, especially at the university level regarding the launch of new programs such as the online MBA.*
- Len Jessup, Dean, Professor and Halle Chair in Leadership, Eller College, University of Arizona, [len@email.arizona.edu](mailto:len@email.arizona.edu), 520-621-2125.
- Cheryl Oliver, Assistant Dean for Online and Graduate Programs, Carson College of Business, Washington State University, [oliverc@wsu.edu](mailto:oliverc@wsu.edu), 509-335-2363.\*

### External Partnerships

- Ronan Fitzgerald, Chief Operating Officer, SEG – Swiss Education Group, Montreux, Switzerland, [rfitzgerald@swisseducation.com](mailto:rfitzgerald@swisseducation.com), +41 21 966 47 92.\*  
*NOTE: Ronan worked directly with me to launch the Swiss-based hospitality program. Swiss Education Group is a private firm who owns Cesar Ritz Colleges (our direct partner).*
- Mark Hansen, Chair, National Board of Advisors, Carson College of Business, Washington State University, [markc.hansen@comcast.net](mailto:markc.hansen@comcast.net), 206-229-4752,
- Catalina Serrano, Senior Vice President of Academic Partnerships, Pearson Embanet, Chicago, [CSerrano@embanetcompass.com](mailto:CSerrano@embanetcompass.com), 877-362-2638 ext 3923.  
*NOTE: Catalina has worked with WSU as a senior leader at Pearson Embanet in launching and growing WSU's online MBA and Executive MBA programs.*

\* Denotes references who have agreed to write a formal reference letter as required.